



MD Analytics



Discover what 789 Medical Professionals have to say about Pharmaceutical Sampling

Purchase your copy of the MD Analytics Insight Syndication on Pharmaceutical Sampling

Designed for pharmaceutical marketers with the objectives to better understand best practices in sampling and to understand the physician's point of view, MD Analytics surveyed 789 medical professionals to:

- ▶ Determine effectiveness of sampling as a physician access tactic.
- ▶ Identify optimal sample delivery mechanisms.
- ▶ Evaluate the influence of sample supply on physician prescribing behavior.
- ▶ Understand alignment of sample supply with physician needs by therapeutic class.
- ▶ Identify concerns and areas for improvement.

Who can benefit from the report

- ▶ Product managers developing strategies for new product launches and who are honing existing sampling programs.
- ▶ Market research managers responsible for providing insights to internal product and program managers.

Top reasons for reviewing this report

- ▶ Align your sample program to physician expectations to boost prescribing impact.
- ▶ Learn physician inputs to address challenges related to packaging, storage, expiry dates and the right-sizing of packages and quantities to their needs.

- ▶ Optimize sales representative meeting time – with an 8 minute average visit duration -- physicians and specialists have definite expectations from pharmaceutical representatives in the delivery of samples and medication information.

About the Report

The report is a PowerPoint deck featuring 159 slides with several sections and data charts. The report was conducted in February 2005 using a 21 question web-based survey. N=524 GP/FMs and 266 specialists with national representation. Results are accurate +/- 3.5%.

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